Richard Wagner  
Now.

Gabriel Almeida  
Startup accelerator. Interior design to sell.

Richard Wagner  
Hello. Hey, Richard, how are you?

Emilio Alvarez  
How are you feeling, Gabe? Any better?

Gabriel Almeida  
Yeah, getting there. Thanks. Thanks for asking. But, Emilia, I don't know if you want to introduce yourself real quick to Richard just to give us some context.

Emilio Alvarez  
Yeah, sure. So I'm working with Gabe. We both just graduated from the mba. We are in. I don't know if how much background you gave about Delta vfx, Delta V and also. Okay, got it. Yeah. But I guess a bit more general background on me. I was born and raised in Mexico, moved to the States when I was in high school after living in Germany for a bit. Been a bit of a human ping pong ball, moving back and forth a bunch of different places. But now I'm here in Boston. I'm super happy to connect with you and thank you again for opportunity to spend some time speaking with us today.

Richard Wagner  
All right. Of course.

Gabriel Almeida  
So, Emilio, I asked Richard to start off if he was an interior designer, an architect. And Richard, you're mentioning that you worked in this for over 8, 20 years as a designer, right?

Richard Wagner  
Yeah, I have been doing interior design. I'm not an architect for 22 years now. I do everything you can imagine interior design since new construction and everything because I learned doing it. I. I actually, I'm a lawyer. That's what I study in my life. Wow.

Gabriel Almeida  
Okay.

Emilio Alvarez  
Oh, no way.

Richard Wagner  
Yeah, but I, I mean, I. Nobody even know that I'm a lawyer. Everybody see me as an interior designer. If you. I'll. I can send you later. My. I'm redoing my website right now, so it's. But I can send you later. You're going to see my work there. So I've been doing this for 22 years. So I. That's my life. That's what, that's what I like to do. And yes, that's all you can tell. You can put in your. In your, in your research that I'm an interior designer.

Gabriel Almeida  
Okay, great. And Richard, do you have, like, your own firm now or do you work solo in your own projects? Like, how do you do business?

Richard Wagner  
Yes, I'm working solo right now. I used to work with Luciana that referred you to you. I worked there six years. I used to do this in Brazil already by myself. And then I moved here 11 years ago, and then I didn't know anyone here, so I couldn't like, get clients by myself because I didn't know. And also because since I learned everything I learned in Brazil, I will have to relearn here. Electrical, plumbing, Water enforcement, the drywall. All the construction is very different in there. Everything is different unless. Unless the furniture in colors, the. The aesthetic is very the same. But I mean, here we have all these codes that are different. Even like Miami, which has a code. The Coral Gable has another one. There's something that I can do. There's something I'll do. The other neighborhood. Right.

Richard Wagner  
So I had to relearn all these basics first. So I joined Juliana Luciana Like 12, almost 12 years ago. 11 years ago. And I stay in their company for six years, which was great. I learned a lot from her and a lot. And she really trusted me because she had two babies at that time and she said, I need someone that can do everything. It's very independent. So like, let me do it. And then she just gave me the process and I have to learn again doing it because she was not present.

Gabriel Almeida  
Yeah.

Richard Wagner  
Which was great. I love when it's like it was this. My first job was the same thing. She hired me as an assistant and she disappeared the entire year. And I have to handle all the process by myself. You know, the difference of velvet and silk. I didn't know anything at all. I had left. I had finished law school. Right. Okay. And I learned by myself. So I'm good in learning very fast. And I like that way because it makes me more independent and strong in that area. So I really know any project you give me, I just know what to do and I do it. And everybody's happy then. And that's it. Practical. Very. I have this mind that is very. Because some designers, they are very artistic and they take forever and they don't know what to do.

Richard Wagner  
And it's annoying in my opinion, because the people want their house ready. Yeah, everybody wants. Because I mean otherwise they have to live in another place in a while. They have to pay a ring somewhere else while the house is not ready. It's a lot of financial stuff involved when you don't have your place. If you have family, kids, you have a school, you have so many issues. So they want if. If they could have the house next to ready the next day they wall. They will all pay for that, you know. But that's. That is not. It's not realistic. You have permits, we have all these things. But I'm. I'm very fast.

Gabriel Almeida  
Got it.

Richard Wagner  
Cool.

Gabriel Almeida  
And Richard, so do you. Do you think about scaling in the future or you think that like doing the one person shop model is the best fit for you?

Richard Wagner  
That's the thing. I don't know right Now I'm redoing all my website and I have a friend that he's. He's. He works with that he's very successful. He's a very huge businessman. He taught me yesterday a lot of things about how can I optimize my website so the CEO on Google can find me easier. The words that I can use several things that he showed me. He has a lot of programs. He's very. He charged a hundred thousand dollars just to see your website and tell you what to do. He's my friend. He's doing.

Emilio Alvarez  
Oh wow.

Richard Wagner  
He has a lot of companies. He's very. His has a lot of. He's very smart, young and an amazing man. Successful. His. His family is great. So helped me. He liked to be working at the same gym. We were friends and then he. So that's what I'm going to start right now. I go and I start with doing all these things and then so if I have right now I do my more boutique. I do three four, five person at the same time. More high end mostly and then that gives me a lot of super busy already and an assistant that helps. I have someone that can do the drawings for me the autocad but she's in Brazil because she sees some stay in the computer the whole day drawing.

Richard Wagner  
It's much cheaper for me to pay someone in Brazil and I mean is my people in my language it's very easy. They understand that and. But my assistant is here in Miami but she needs to go to the job site. She needs to receive furniture. She need a lot of things. So that's how I've been doing. It's just like small just us and few products at the same time. But in case with this new I'm redoing everything. My LinkedIn, my Google, my website. I'm gonna do videos now. I'm gonna do a lot of blogs. I'm gonna do. I'm working on that for the first time in my life. I was always very involved with the doing the project itself but not on the commercial side of it. How can I scale the business like you asked me right now?

Richard Wagner  
This is the first time in my life I'm that I felt like oh I think I want to do that now. Yeah, yeah I missed that part before. I didn't want to do before or I didn't know how to do before. I don't know why I didn't. Everything happens in the right time. You cannot say anything different than that. So now is the time I do so I Don't know what's going to happen after I do all these movements and if it's going to be. I want to do more commercial stuff too. Now I'm very. No, for the residential. I want to do commercial too, so. So I don't know what's going to start showing up around me.

Richard Wagner  
And then if you start showing a lot of things and then if I feel comfortable in hiring more people or if I still want to do boutique and take care of everything, I don't know. I can't tell right now.

Gabriel Almeida  
Got it. No problem. So you mentioned about this person that draws for you in Brazil, right? Richard, how is the. How is the collaboration done between the two of you? Like, is it a lot of versions of drawings that are exchanged, like for the same project, like 10 versions, a lot of back and forth or how does that work?

Richard Wagner  
That's the thing. I had, I had one before, it was very good and she took time to learn my way to do things. But yeah, now usually you have to do a lot of corrections and change and do it again. It takes time. It's annoying sometimes. And yeah, it would be great if therapy could be ready at once. It will be way better.

Emilio Alvarez  
And how do you guys do that? How do you do the feedback.

Richard Wagner  
To the. To my CAD drafter.

Emilio Alvarez  
Yeah, yeah. So like, dude, do it on the phone, email.

Richard Wagner  
What's up? What's up? We can text or send audio. So in Brazil we do a lot of audio thing messages also thing that people do in the US is kind of unpolite. Here I don't do it my clients most of the time. And I hate people doing this with me actually. But I mean with the people that I work with, we just. It's much faster to hold it, do this change that, increase the dimension, changes high, it's done. And then she send me back by WhatsApp. I can, I can. Wherever I am, I can correct again and then that's it.

Emilio Alvarez  
And so what's going well and what's. And what could better in like managing things that way?

Richard Wagner  
The drawings itself, I mean.

Emilio Alvarez  
Yeah, and like the process of going back and forth on WhatsApp with voice memos and all that stuff.

Richard Wagner  
I don't know. I was saying the AutoCAD is a program that is very slow to do it because you have to draw line by line. I don't know if you're familiar with it. It's very annoying. It's not like AI that you say, give me a room with minimalist furniture, beige sofa and they put there in 15 seconds. Maybe it's not like that in AutoCAD. If you do a rendering that I do in Brazil as well, that you have to put that. Make that realistic rendering taste several days to do that. Well, I don't. I don't know how they can do this faster than that.

Gabriel Almeida  
Let me ask you this, Richard. One of the things that we're looking into, and you let us know if you think this would be valuable. It would be just a very. It would just be just step one of a technology that we would develop. Right. But we're thinking of just creating a more organized and clean platform so that you can iterate with your drafter who's remote in a more organized way. Right, interesting. So imagine like a software portal where your drafter could upload the different versions of the drawings and you could immediately access there. You can do screen recordings through the app. So she has a video there with your annotations and your comments. It's all organized in. In an intelligent way. We have AI doing transcripts of your audio and putting it in notes for her written bullet, action points.

Gabriel Almeida  
Very basic stuff, if you think about it.

Richard Wagner  
Right.

Gabriel Almeida  
But our biggest question is even if it's that basic, is that something that you think would make your work a lot more productive or. Not necessarily.

Richard Wagner  
I guess it will make a little faster than it is right now, for sure. So this helps because sometimes we need to move fast. And then if the communication is easier like that, like if I can do an audio in the. And the. The AI, do the bullets explain better than me. And maybe even the Cadrapper can use some AI to do these images faster too. I guess. I guess it's the only way that the future is going to be. I mean, it's already becoming. I believe that some designers are already using AI to do their rendering stuff. I think it's very. It's a good idea. Yes.

Gabriel Almeida  
Yeah, that's just like the initial version that we think of, Richard, because we have to start somewhere. But ultimately what we hope to be able to do is be able to take like all the data from the drawings that you all upload to the platform with the notes and the annotations of how they need to better and use all of that as training data to train an AI model, which can then become like an AI generation model for drafting.

Richard Wagner  
Right.

Gabriel Almeida  
That you can prompt and it can actually do a lot of the work that the drafter does now. Right. But we have to start somewhere and get data somehow. Right. So that's the idea. But then the biggest question is like, is the simple version of this software before any fancy AI that generates drafting, that has to create enough value for people like you for there to be willingness to pay for us to get to that ultimate vision, Otherwise we can't get there.

Richard Wagner  
It's just explaining. So why would I have to do I have to buy your software and I do it?

Gabriel Almeida  
Yeah, you would have to go ahead.

Richard Wagner  
Yeah.

Emilio Alvarez  
Because like, basically the way that it would work is that let's say that you upload a PDF with. With like a floor plan, right? And as you make comments and you're like, hey, like, this is the living room, make it bigger. You're basically creating a data set where we understand this is a living room. We then know how it changed over time. We're saying what it means to make it bigger and stuff like that. We would basically be creating the data to create that model that translates your intent with words into actual changes on the cad. But you need to somehow get that data.

Gabriel Almeida  
But the way it would work, Richard, is like you would pay, for example, a monthly subscription to our software, like you do, for example. Right. And we would provide training for you and your drafter. But it's going to be very intuitive, right? Like all you can do in the software is upload CAD files or PDF files and create screen recordings. That would probably be you because you're the one revising, right. And your drafter would have access to those recordings in a clean way. So you don't have to call her after and explain or like text and explain your corrections. Like you can record yourself thinking through it like real time. And then we have AI transcript your words into like notes and action points for her. And it's all organized there. You don't have to do it through WhatsApp anymore.

Richard Wagner  
Right.

Gabriel Almeida  
But I don't know, you're the.

Richard Wagner  
I still have to be there. She still has to be there. We're just going to have a tool in between us to simplify the communication.

Gabriel Almeida  
Exactly, exactly.

Richard Wagner  
Organized.

Gabriel Almeida  
And so you can have like screen recordings also there for her, right. Which I would imagine for her is an easier way to. To make less mistakes or to capture everything that you want done, right?

Richard Wagner  
Yeah, I guess. What sounds like for me, I mean, we do this through WhatsApp and stuff, but I mean, it's always what. What happened? Why so. Why so complicated? Because since you have what's up in your hand so easy all the time you do in your drive, you're doing that. So you're not really paying attention to that. You're like, you're just doing Sandy. And then they say again, oh, I forgot this. Do this now. This now. So that's why it takes so long. If I, if I take the time to sit in my computer to have this camera there, to have the drawing front of me, to take five minutes to do that, I might be able to cover for sure 90 without forgetting anything, at least. And I think it's going to be faster.

Richard Wagner  
And like I said, if they're gonna write everything for me saying I don't need to text anyone who takes time to. Right. And it helps a lot. And then I think I believe your software after it. With time, you're gonna get his own, I mean, identity. He's gonna know how to be better and faster. So maybe he's gonna even make better what I'm trying to say.

Gabriel Almeida  
Yes, that's the vision.

Emilio Alvarez  
And Richard, one of the other themes that we're hearing, and let me know if this resonates with you, is that because you communicate with WhatsApp and you're moving, like physically, like moving around, but you still need to get the job done. And that some. Sometimes you provide feedback via email, or you get feedback from your customer from email, and then you send a WhatsApp message. And then you might sometimes speak in person and all these kinds of things. I mean, maybe not with the draft room Brazil, but like what we're hearing is that because we're communicating over different channels, like balls can get dropped quite commonly. Is that something I do experience?

Richard Wagner  
Because, I mean, you mean the communication go through different ways and then you got everything is cars and loss.

Emilio Alvarez  
Exactly. Like, you're still talking about, like Project 1, 2, 3, for sure.

Richard Wagner  
Yeah, yeah. Sometimes I have to look. I remember there's something that we said about something I need to see if it's in my WhatsApp group. If it's in the email, it's. I had to look for that.

Gabriel Almeida  
Yeah, yeah.

Richard Wagner  
And sometimes I even have more than one email, so I have to look into sometimes. Yeah.

Emilio Alvarez  
And how many, how much time do you think you spend doing that?

Richard Wagner  
I can tell. I can tell. But yeah, it happens. It happens a couple times a week for sure. Okay.

Gabriel Almeida  
Because like, what we hear from a lot of designers is like you have five WhatsApp groups and then you have exactly things in email and then.

Richard Wagner  
Exactly.

Gabriel Almeida  
It's like, it's.

Emilio Alvarez  
Then where's the document and where's the.

Richard Wagner  
Yeah, we have groups with all the clients and we have groups with the contractor that is doing for the client and they have group of my team and they have a group so a very page project. So yeah, it's like that. And also yes, we send the code by email but then we say things by WhatsApp. And then so when you want to find again, that's a B. I understand that your program probably going to have everything at the same place forever. So you can always research. That's the idea in the sequence that was done. And then everything related to CAD drafting. So everything is going to be at one place. So if the cadaver forgets something that she did two months ago, she can go up and remind herself instead of scrolling the whole WhatsApp that has 300 audios.

Gabriel Almeida  
Exactly.

Richard Wagner  
Hundred pictures to find that thing that she doesn't remember if it was in an audio or in a text is like it's horrible. So yeah, it's way more organized for sure.

Gabriel Almeida  
Okay. Because another idea that we're also having Richard and this is like now a separate thing. Right. Well before we get into that, let me like try to give you like a counter argument because like one of the things that we try to do when someone says that like what we're saying can be interesting is like try to push back and see if you know, I can like poke holes in it myself. So you said that it's disorganized but you can send audios to your drafter when you're in the car. Whenever you remember something it's like by the way, this and that. Like yeah, I know that's more disorganized and it takes more time maybe. But do you really want to change the way you do that?

Gabriel Almeida  
And now you have to sit down and then and the app there and do like don't you want to keep doing this disorganized way that you just can do it.

Richard Wagner  
That's another thing. I think we need something that is quick fix. I rather doing WhatsApp very fast and do it and get done because it's just like change the door to the right. That's it. You know, it's. It's easier. I can do that. But if it's something that I okay, it's the new project. He just should just audit all four plan and did all the new layout that I sent to her and then it's going to come with 50 mistakes. Yeah, 50 things that I in the wrong position or the wrong size and then I have to see first so I can I read this better and I Can tell her to fix these 50 things.

Richard Wagner  
So definitely will better if I sit once for five minutes, because I need five minutes for that and then do everything at once because something that I hate. I hate my phone, my WhatsApp, living the whole day. Yeah, I hate that thing. And people, they think that Brazilians and stuff, they are so used to that. They think that WhatsApp is like something that you need since it's cheap, since it's free, since it's whatever. You should text someone 50 times a day if you can send. If you. You were able to send only two messages, very clear, everything is there. But that annoys me so much because I hate to be talking all the time, to be WhatsApp all the time. Because you have to look. You never know if it's something important. And 99% of the time is not.

Richard Wagner  
Yeah, If I could reduce all this noise in my life by considering my personality, I will do it. Yeah, but it's something myself, but I don't know some other design that she likes to talk to people the entire day because she's not be quiet in one moment with herself. Maybe she would rather use the WhatsApp, you know, but for me, it would be great because I rather sit once, do everything, and then she does everything there, 1 hour, 10 hours, 2 days, and send me everything at once. That's how I get it.

Gabriel Almeida  
Yeah. Yeah.

Richard Wagner  
Cool.

Gabriel Almeida  
Okay, that's helpful. So the other idea, Richard, that we had is about the whole, like, it's connected to how like dispersed all the communication channels that you have and how scattered everything is. And it's basically an idea to create kind of like a centralized application for you that is connected to all your communication channels. So imagine that we create like the Richard app, for example, and there he pulls all the messages from the WhatsApp groups that matter. It pulls all the emails. It pulls like text messages. Like any virtual channel that is scattered today, it centralizes in one place. You can search things by client account, so you can type up the name of the client and it will pull everything from all channels in one screen for you and show.

Gabriel Almeida  
And you can like this, you can broadcast your own message also in a centralized way. So you don't have to go type in WhatsApp, type in mail. You can just like use this one app to digest and to broadcast from.

Richard Wagner  
That's very good.

Gabriel Almeida  
Do you think that would be something that like is interesting for you or you don't mind going channel by channel?

Richard Wagner  
Oh, it will be much better of Course. And again, everything, one place is always more organized.

Emilio Alvarez  
Yeah.

Richard Wagner  
We are always on the, on the fast pace. So we say here, say that we don't have time to stop it organized. We just like do it because we need to get things done. At the end of the day, we have, we are being pushed all the time. But if we have help with technology, with that, I guess everybody would like that.

Emilio Alvarez  
And so provided the value that you've been describing, Richard. Right. Like, do you think, like, if. If this were offered for something like $25 a month per user, like, is that something that you would buy or.

Richard Wagner  
Yes, I think, I think it's a very fair price. I guess nobody can complain about this.

Gabriel Almeida  
Okay, cool.

Emilio Alvarez  
And if you had to choose between the two different things and like the grand vision, Richard, is that eventually to consolidate them, to have like the messaging together with the annotation, all these things. But we have to start with one product. If you had to choose one, which one would provide most value to you?

Richard Wagner  
I believe in my case, I guess the drawing thing.

Gabriel Almeida  
Okay.

Richard Wagner  
Is one thing before. I guess. I guess even though maybe thinking about you. I guess maybe the other one. Because I mean, everybody have to do emails, WhatsApp tests several times a day. We don't cut draft every single day. Sometimes you have the project going on. We already drafted down your Netflix. You're purchasing the furniture already, of course. So we are in the phase of purchasing and installing. Maybe for that project, you're not drawing anymore, so maybe you have a new project right now you're doing already that. But I mean, there's a moment in the beginning of the project, you have to draw everything. New work, a lot of things. But once you're done with the drawing, sometimes takes.

Richard Wagner  
Maybe you can spend a week, entire week not drafting anything, but it's still working a lot in other things, making things happen, you know, but it's still. There's no day in my life that I don't have 50 messages in my stuff and I don't have 20 emails to answer.

Gabriel Almeida  
Yeah.

Richard Wagner  
I don't know.

Gabriel Almeida  
Okay.

Richard Wagner  
You know, thinking about that. So I. I think people. I don't know, but the drafting I like better, I guess. I don't know.

Gabriel Almeida  
Interesting. Because you're saying that basically the communication one is like a more frequent pain and need. But there's something about the drafting that like, speaks to you.

Richard Wagner  
Exactly.

Gabriel Almeida  
Okay. Interesting.

Richard Wagner  
Confusing. Confusing.

Gabriel Almeida  
Yeah. I don't know. I don't know what to do with it.

Emilio Alvarez  
Yeah. So tell me more like can you if like.

Richard Wagner  
No, that's what I was saying.

Emilio Alvarez  
Why is that the case?

Richard Wagner  
The drafting I guess is going to help a lot with this exchange back and forth with your CAD drafter that is not by your side. The whole day in my case is remote. She's on. She only works for us. Like only. She's our employee from 9 to 5. Right. It's not that someone that is a freelancer that does whenever they want to. It's not that I said that's right now saying this to me right now she's into me right now. She's just doing for us. She's. She's. She's salary for that. So it's easy. But sometime takes is a lot of back and forth to make corrections in the drawings because they don't pay attention. It doesn't matter. They never pay attention. And, and they're comfortable in their homes. Maybe they're watching TV at the same time. I don't know what they're doing.

Richard Wagner  
You know what I mean? And then. So I have to fix a lot of things but. But sometimes I don't have to draw anything. For example, this week I didn't ask them to draw anything at all. But I still didn't stop using my WhatsApp. I was doing. I was answering five or seven different people in my WhatsApp before you come.

Gabriel Almeida  
Yeah.

Richard Wagner  
Is this. It's nine. It's 10am Still. It's gonna go on the whole day. Plus emails. I probably sent five emails already today, which is not enough. I sent for my gym because I was working out. I still want to send more.

Gabriel Almeida  
Yeah.

Richard Wagner  
So I think we are more. We. We spend more time in the emails. And then what's happening in the CAD drafting. That's what I'm saying.

Gabriel Almeida  
Yeah.

Richard Wagner  
The designer itself. Because the Cadaphor is that the whole day just doing that. But we don't. We just tell them and then we disappear and they spend five hours doing it.

Gabriel Almeida  
Yeah.

Emilio Alvarez  
And. And I'm. I'm curious, like what are some of the other ways that you manage like a project, whether it's software or something else from like the conceptual stage all the way through delivery.

Richard Wagner  
We do. We use House to do the invoices. So, so yeah. So this not. It's. It's House now. Yeah. It was called Ivy before because we can put all the invoices there. So we can put all the taxes, all the things. So this program is linked to our accountant. So she does. She knows that at the end of the month how Much we have to pay in taxes, all this stuff. So it helps with that. So. But I mean for me it helps only for that purpose. Like I like to do, I do my presentations in PowerPoint. Usually when I first like I would do the drawings, the floor plans, the elevations we do and I select all the puncture and amazing presentation, very complete with everything.

Richard Wagner  
I do a call with the client or in person, explain all the item that they say or they like, what they don't like. And then after that we do the price list of everything in house too. And then they pay us. They don't pay us for house, they pay us, they deposit in our account and then we buy the furniture and that's it. That's. So everything else is done by email. Like it's kind of different to delivery is phone and emails. We don't have a program that centralize everything. Yeah, it's kind of like all around.

Emilio Alvarez  
And if a pro, if there was a program that helped you like do the entire chain from like communicating with like with WhatsApp, all those things, capturing things from email, collaborating with your designers and all the way through like making sure that things were installed and all those things and managing the project with the contractors, it could be great. Would you see that replacing the other.

Richard Wagner  
There's several different tools. They are all separated from each other. Right. And we have, thank God I have a good mind, a good memory because we had to rebuild all of them by heart. That that's all you have to do. Like you have to memorize, you have to know what you're doing because you don't have everything that planned that in one place that you can remember everything. I do my notes, I do a lot of notes on my phone all the time. So I put in my calendar, I have to buy this, I have to do that, I have to pay that, I have to go to that site. So I basically control what I have to do on my phone. I mean I put in my calendar. Everything's on my calendar. That's my best program. That's what I use for that.

Richard Wagner  
But I mean, it's not the ideal thing. Yeah.

Emilio Alvarez  
What is not ideal about it?

Richard Wagner  
Because again, like I'm using my phone for one thing and then I have the email for another thing and I use my Google Calendar for thing, but I have my mail for the thing. So everything is separate anyways and then that's it. So I guess some people and some even to schedule things, some stores. But anyway, it's going to be Complicated. But some stores, they schedule by phone, some stores by email. Some. Some. So it's complicated, too, because every. Every. Every vendor has their own process, too. It's not only me. So every 100 people that I work with, all of them have a different process, too. So to make all these people behave the same way. I don't know.

Gabriel Almeida  
Yeah, yeah. Let me ask you this, Richard. So if we think about the two, like, product ideas that we told you, right? Like, one of the things that worries me about, like, the communication app, the centralized app, just for comms, is because, like, it's not that it doesn't work for you to, like, use all those scattered communication channels or you've been doing this way for 20 years. Like, everyone has been doing this. So you have, like, a very ingrained, like, habit, basically, to, like, use those communication channels in those ways. Right. If we give you a centralized app that, like, makes it less scattered, that would involve you really changing the way you communicate.

Richard Wagner  
Yeah. Maybe we. We resist, Right?

Gabriel Almeida  
Yeah. Like, it's. It has. It's gonna have to be, like, amazing for you to be like, okay, I'm gonna stop doing what I usually do to do this new thing. Right?

Richard Wagner  
Yeah, that's right.

Gabriel Almeida  
And, like, the drafting thing, you can say it's similar, but I. I feel like the bar is lower there. You know, it's like, if we just make someone that. Something that's more organized and works better, like, it's just. It's just one tool that you have to.

Richard Wagner  
Makes sense. It's more acceptable.

Gabriel Almeida  
Yeah. Like, it feels like the bar. It feels like the bar is much higher on our end than the communication. It's going to be much harder to get you there to, like.

Richard Wagner  
Right, you're right. I'm saying that it's good, but you're right. We are. We have our habits, and it's so hard to break sometimes. Yeah.

Gabriel Almeida  
Yeah. Yeah. Emilio, go ahead.

Emilio Alvarez  
Yeah. So I guess the question that I have is, like, if you had to choose between one of the two, like, at the end of the day, like, what we're trying to do is two things, right? One is better understand people like yourself to understand your problems. We're starting to hear a lot of these, like, repeated themes, which are, like, around, like, it's what we've been talking about now. But, like, if you had to, for example, say, like, okay, guys, I'll give you, say, like, a couple hundred dollars to go build one of these, and when it's ready, I want to be one of your first customers. And we'll get a sweetheart deal or like it'll be a year or something. Which one would it be and why.

Richard Wagner  
I got to be the drafts like I told you.

Emilio Alvarez  
Yeah.

Richard Wagner  
Or yeah, I guess it'll be the draft one.

Emilio Alvarez  
Okay, awesome. And, and, and if that's the case. Speaking of like the drafting, is that something that, where you'd be interested in working with us to be one of like our co design partners and, and like, and actually having some kind of prepayment and then you'll have obviously a discount as move forward as part of the program.

Richard Wagner  
So not at the moment because like I said, I'm redoing my whole thing, my whole brand. That right now is that moment. The guy is working in my website right now. I'm doing this whole thing. I want to redo, I want to work differently. I want to reach different clients right now. So I have to first do this step. I guess I need to see how this thing is going to get back to me. How if really it's going to work what I'm doing and get this type of price that I want to do right now and probably take. Probably it's going to be fast. Maybe it's not. I don't know yet. It's the first, like I told you, it's the first time in my life that I'm being commercial. I'll be honest, it's the first time ever.

Richard Wagner  
And then I need to see at least how it goes first because I mean it's very new for me too. This is new for me. So I need to at least figure out this first and then I can do something else after that the way. Because right now I wouldn't because I'm still in this beginner stage in this other phase of my career. That's what I'm trying to do. I want to do a. I mean I like my career but I mean I'm. I really need to change a lot of things right now. And I met. I have the maturity for that right now. I have the will to do that right now. That's why I research all these people. I reached this friend, I have another friend that is helping me too. And I hire a guy in Brazil to do this.

Richard Wagner  
I'm hiring another person today to do my branding and then I already spoke to her. So it's a lot of things that I'm working on right now commercially and marketing and other things to get all this ready to go. And then maybe I could think about something like that afterwards I cannot do more than I. It's too much already for me to handle. So I still going to keep my card after that. I'm going to talk to her because I know it's familiar right now. It's easier. Otherwise it's too much for me to handle. Because you still have to work on the projects too, right? The clients are still there, of course. Very hard for me. Yeah.

Richard Wagner  
So sometimes, like I do, I'm working a lot in this website and I have started writing articles and stuff on the weekends because I want to do on a Wednesday afternoon. And then something happens and then come to the job site, do this, choose that right now. Sent a lot of messages this morning with a lot of things. And then I told her I have. I have a meeting right now. I'll answer you right after. So I'm gonna. After her this, I'm gonna spend two hours working all her things that I was not. I was not expecting to receive her message today because send her message for a while ago, she was traveling. So, like, when you're ready, you contact me. It was right now. And then today I'm not gonna do much for myself again. I have to do for her, you know.

Gabriel Almeida  
Yeah.

Emilio Alvarez  
And so if I'm in, let me. So if I'm interpreting what you're saying right, Richard, like Chen, correct me if I'm wrong. Like, it seems like you perceive that there will be value here, but provided that you would have to work with us, you don't think that you have enough bandwidth to. To take that step at this point in time?

Richard Wagner  
Yes. Right now. No.

Gabriel Almeida  
Let me ask you this, Richard. And that makes total sense. If we already had the product, like ready. Right. We didn't need like a development like assistance from like development assistance from a potential client. Right. Or like a champion in that way. If it was like, ready for you to just like try out, would that be something that even in the middle of your, you know, branding and this, like, transformational process that you're in now with your business, is that still something that you would give a try if the product was ready or even then still?

Richard Wagner  
I'll wait a little bit because I think I'm. I'm halfway to my process. Okay. So I guess I wait a little bit because, I mean, it's too much for me to learn at the same time to do at the same time. Like, all this part that I'm doing commercially right now is all so new to me. Yeah. So it's a lot of things. Yeah, it's new for me is very easy for some people. For Luciana, she does a commercial site for a lot of years already.

Gabriel Almeida  
Yeah.

Richard Wagner  
And she does. She's very involved. If you put any theories, I am in Google. Her company shows up first in the ranking. Yeah, that's what I'm trying to do. Not to surpass it or anything, but I mean, to show their easier and obviously. So that's what I'm focused right now. That's my whole focus right now is this. And then I keep bringing other things to better. So right now I wouldn't. But, I mean, maybe a couple months.

Gabriel Almeida  
Yep.

Richard Wagner  
Cool.

Gabriel Almeida  
No, sounds good. We'll make sure that we circle back with you then. Richard, one last question on my end. Because one of the hardest things for us conceptually, Richard, is to understand, like, how do we approach, for example, the value creation and quantifying the value creation like the drafting software creates. Right. Because by quantifying how much value we create, then we can come up with a fair pricing scheme around it.

Richard Wagner  
Right.

Gabriel Almeida  
So it would be helpful to just like, pick your brain with, like, what you think would be appropriate or not, or like a certain price level that you're like, okay, this is fair, or something that would be like, no, wait a minute. Like, that doesn't make sense.

Richard Wagner  
What if we just said the 25, I think is super fair.

Gabriel Almeida  
So that's. That's for, like the communication thing, right? For the draft.

Richard Wagner  
I don't know. I thought he was saying the 25 for the. The draft is not just for the.

Gabriel Almeida  
Other one, the 25. We made more for the communication one. Yeah. Because that's like. That's something that's much easier for us to get off the ground. Like, it costs way less to develop and stuff. The drafting is more. A bit more complex. We need to store more data. There's like. There's everything. So do you think, like, how does. For example, do you think that if we came to. And I'm not trying to sell you on anything or make any commitments, just understand. So if I came to you and said, like, listen, this drafting product that I just mentioned you, everything. It would be around $50 a month, would you be like, whoa, that's like a lot? Or how would you react?

Emilio Alvarez  
Or do you think it would be a good value?

Richard Wagner  
I don't think it's a lot of money. But at the same time, what happens is, for example, the AutoCAD program is something that cost, I don't know how much, $5,000?

Emilio Alvarez  
Something like that? Yeah. I mean, depending on what you get, it's like 260 per month. The cheapest one.

Richard Wagner  
That's the thing. But nowadays everybody gets hacked it from somewhere and they don't pay anything on that. And they have that program, and that's what doesn't happen in the real world. I know.

Gabriel Almeida  
Interesting.

Richard Wagner  
Everybody, they got. They got these IT guys, they somehow install it for you. You don't pay anything at all for that one. Interesting. So I guess if everybody compares this to the autocad itself, tipsy sounds a lot. You know what I mean?

Gabriel Almeida  
Okay. But like, do you really see it as a substitute to autocad? Like we're.

Richard Wagner  
No, not at all. Not at all. No, it's totally different. But what I'm saying is that AutoCAD is just a huge program. I mean, it's very well known.

Gabriel Almeida  
Yeah, I hear you.

Richard Wagner  
I hear you get for free. So that's the problem about that. But I know you have to make your money.

Gabriel Almeida  
So it's like for you, it's either you pay 50 bucks a month or you keep doing.

Richard Wagner  
No, for me, I'll do. I'll do 50. And I guess bigger office for bigger office. 50 is going to be so cheap. Right. And for me, even though I'm working by myself, I have good projects. 50 is a good price. I could. I could do that.

Gabriel Almeida  
Yeah.

Richard Wagner  
I don't know. Maybe a very beginner designer with small parts. Maybe he wouldn't do that.

Gabriel Almeida  
Okay.

Richard Wagner  
I mean, maybe that's not your market. Like the very beginning. Maybe they need to grow a little bit more. But I guess. I guess any mid Designer could do 50amonth.

Gabriel Almeida  
Okay, cool.

Richard Wagner  
God. It's not me. Is what is about is. Is a. A lunch, right?

Gabriel Almeida  
Exactly. Well, in Miami. Not even exactly.

Richard Wagner  
Why don't leave in Miami? Miami.

Gabriel Almeida  
Miami's been home for like 10 years. But now I'm in Boston, but I'm moving back in September.

Richard Wagner  
Yeah, here's everything. But Boston is not cheap. Sure.

Emilio Alvarez  
No, no, I think Boston is. It's more expensive than Miami. No.

Richard Wagner  
It always were. And then after Covid and Miami didn't stop raising prices. So everything's very expensive here. Everything. Double the price. The rents, everything. The properties, everything. The real estate, double the price the past years. But yeah, so there's. I mean, $50 is like a lunch or something like that. So I think it's. It's super. Okay, right?

Gabriel Almeida  
Awesome. Great. Richard, thank you so much for your time. And of course you're like taking the time and you know, putting the brain power with us to think through this. Really appreciate it. And we'll circle back with you in like two months, see how you're doing. Best of luck in your brand new transformation commercial efforts there.

Richard Wagner  
Thank you. It's gonna go well. I'm sure of it.

Emilio Alvarez  
And Richard, quick question. Do you have any other friends that we can talk to by any chance?

Richard Wagner  
Maybe Henata, she's. She's Brazilian too. Can give you her phone.

Gabriel Almeida  
Great, thank you, man. The more people we talk to at this point.

Richard Wagner  
It'S 305.

Gabriel Almeida  
Okay. Hinata, your designer?

Richard Wagner  
Yeah, it will be her, basically. Yeah.

Gabriel Almeida  
Great. Sounds good. We'll make sure. We'll reach out to her. Awesome.

Richard Wagner  
All right.

Gabriel Almeida  
Thank you, Richard. Have a good day.

Richard Wagner  
Thank you. Nice to meet you too.